

Statewide Lodging Performance Third Quarter 2008

| Market Year | Occupancy | ADR | RevPAR | Demand | Supply |
|-------------------------|-----------|----------|---------|-------------|-------------|
| United States | | | | | |
| 2007 | 67.7% | \$104.06 | \$70.42 | 280,546,832 | 414,551,308 |
| 2008 | 65.8% | \$106.92 | \$70.40 | 280,696,519 | 426,277,167 |
| % change | -2.7% | 2.7% | 0.0% | 0.1% | 2.8% |
| Mountain Region | | | | | |
| 2007 | 72.2% | \$97.35 | \$70.25 | 35,277,010 | 48,887,411 |
| 2008 | 66.9% | \$99.64 | \$66.66 | 33,832,821 | 50,569,334 |
| % change | -7.3% | 2.3% | -5.1% | -4.1% | 3.4% |
| State of Arizona | | | | | |
| 2007 | 62.5% | \$86.72 | \$54.18 | 5,719,087 | 9,154,114 |
| 2008 | 57.1% | \$89.03 | \$50.81 | 5,449,363 | 9,547,893 |
| % change | -8.6% | 2.7% | -6.2% | -4.7% | 4.3% |
| Metro Phoenix | | | | | |
| 2007 | 57.6% | \$89.99 | \$51.81 | 2,772,890 | 4,816,354 |
| 2008 | 51.0% | \$91.79 | \$46.79 | 2,576,581 | 5,054,630 |
| % change | -11.5% | 2.0% | -9.7% | -7.1% | 4.9% |
| Metro Tucson | | | | | |
| 2007 | 60.1% | \$80.04 | \$48.08 | 830,566 | 1,382,740 |
| 2008 | 55.2% | \$81.29 | \$44.89 | 786,820 | 1,424,689 |
| % change | -8.1% | 1.6% | -6.6% | -5.3% | 3.0% |
| Flagstaff AZ | | | | | |
| 2007 | 77.7% | \$84.75 | \$65.85 | 349,756 | 450,138 |
| 2008 | 77.2% | \$85.54 | \$66.07 | 360,775 | 467,084 |
| % change | -0.6% | 0.9% | 0.3% | 3.2% | 3.8% |
| Non-metro AZ | | | | | |
| 2007 | 72.0% | \$85.71 | \$61.67 | 1,990,823 | 2,766,696 |
| 2008 | 68.0% | \$89.66 | \$60.94 | 1,962,472 | 2,887,150 |
| % change | -5.5% | 4.6% | -1.2% | -1.4% | 4.4% |

Source: Smith Travel Research- The information contained in this report is based upon independent surveys and research from sources considered reliable but no representation is made as to its completeness or accuracy. This information is intended solely for the internal purposes of your organization and should not be published in any manner unless authorized by the Arizona Office of Tourism and Smith Travel Research.

N/A = Not Available

* % change compared to last year